SourcePLUS Eliminates the Need for Multiple Data Providers for Medicare Open-Enrollment Marketing

Company Profile
Direct Marketing Agency Serving the Senior Insurance Market

Industry
Insurance

THE CHALLENGE

After years of using a compiled data source with name recognition in the senior insurance market, the client sought new sources of data, but was quickly overwhelmed with the time needed to manage multiple partners. They began researching providers that could serve as a single point of access for their direct marketing list needs.

THE SOLUTION

AccuData's long-term relationships with the nation's leading data compilers as well as in-house, online access to multiple compiled B2C, B2B, and specialty files, enabled it to become the single-point-of-access provider the client was seeking.

To meet the client's immediate need, AccuData leveraged the power of SourcePLUS, a proprietary multi-source list selection technology that identifies unique records among the nation's leading compiled consumer files. Using the waterfall capability of SourcePLUS, AccuData was able to expose the client to three additional data sources that identified new, fresh prospects for their Medicare supplement offers, while maintaining the integrity of their preferred list source.

Their campaigns typically include the following attributes: "age in" dates or individuals 65 and older, income criteria, and county-specific geographies. Using the aforementioned criteria, AccuData identified 655,817 consumers within their direct marketing list of choice.

We Take Data Personally

AccuData
INTEGRATED MARKETING

THE RESULTS

AccuData then applied the same criteria to SourcePLUS, which was able to identify an additional 620,787 records — an incremental lift of over 94%!

Databases:	Number of Prospects:
Source 1 (original source)	655,817
Source 2	218,333
Source 3	200,447
Source 4	202,447
Total Records Identified:	**1,276,604**

The client's continued use of SourcePLUS over the last seven years speaks volumes as to their overall satisfaction with AccuData's solution to help them eliminate the need for multiple data providers as they discover new prospect sources.

AccuData's SourcePLUS

SourcePLUS is a sophisticated list selection technology that seeks unique records among the nation's leading consumer files. With SourcePLUS, instead of mailing only to the consumers on your preferred list, multiple data sources can be tapped to identify new, fresh records that could be more receptive to your messaging and offers. SourcePLUS uses your geographic and demographic criteria to identify unique records within leading, compiled direct marketing files resulting in a typical volume increase of up to 50% over a single-source list.

- 347 million B2C records
- 20%+ lift over the original data source
- 20% or more matches on data enhancement over single-source data

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